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IN THE CLAIMS

1. (currently amended) A hook assembly comprising:

an attachment end, said attachment end configured to fixedly couple to a lead;

a shank portion extending from said attachment end;

a curved portion extending from said shank portion; and

a closed loop extending from said curved portion.

2. (original) A hook assembly according to Claim 1 wherein at least one of a hook, a weight, a spinner blade, and a trailer hook is coupled to said loop.

3. (currently amended) A hook assembly according to Claim 1 wherein said curved portion has an inner edge and an outer trailing edge, said loop extending from said outer trailing edge surface.

4. (original) A hook assembly according to Claim 1 wherein said loop is arcuate.

5. (original) A hook assembly according to Claim 1 wherein said loop is at least one of square shaped and triangular shaped.

6. (currently amended) A hook assembly according to Claim 1 wherein said loop has a first end and a second end, at least one of said first and second ends is coupled to said curved portion and the other of said first and second ends is ~~spaced from said curved portion~~ coupled to at least one of said shank portion and a tail portion.

7. (original) A hook assembly according to Claim 1 wherein said loop is formed integral to said curved portion.

8. (currently amended) A fishing lure system comprising:

a wire assembly including a body; and

a hook assembly coupled to said wire assembly, said hook assembly includes a shank portion, an attachment end extending from said shank portion, said attachment end configured to fixedly couple to said body, a curved portion extending from said shank

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portion, a tail portion extending from said curved portion, and a closed loop extending from said curved portion.

9. (original) A fishing lure system according to Claim 8 wherein said loop is centrally located along an outer trailing edge of said curved portion.

10. (original) A fishing lure system according to Claim 8 wherein said loop is disposed along said curved portion between said shank portion and said tail portion.

11. (original) A fishing lure system according to Claim 8 wherein said loop is substantially planar to said curved portion.

12. (currently amended) A hook comprising:

an axis;

a shank portion substantially parallel to said axis;

an attachment end extending from said shank portion, said attachment end configured to fixedly couple to a lead;

a curved portion having a first end extending from said shank portion and curving away from said axis, said curved portion having a second end;

a tail portion extending from said second end of said curved portion; and

a closed loop extending from said curved portion.

13. (original) A hook according to Claim 12 comprising a spinner blade coupled to said loop.

14. (currently amended) A hook according to Claim 12 wherein said curved portion has an inner edge and an outer trailing edge, said loop extending from said outer trailing edge surface.

15. (original) A hook according to Claim 12 wherein said loop is arcuate.

16. (currently amended) A hook according to Claim 12 wherein said loop has a first end and a second end, at least one of said first and second ends is coupled to said curved

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portion and the other of said first and second ends is ~~separated from said curved portion~~ coupled to at least one of said shank portion and said tail portion.

17. (original) A hook according to Claim 12 wherein said loop is formed integral to said curved portion.